

ABSTRACT

AUDIO/VIDEO PRODUCTION METHOD

A method of facilitating identification of audio and/or video productions, comprising the steps of maintaining a register of unique program identification codes 5 which identify corresponding audio/video productions, assigning a new unique program identification code on request from a producer of a new audio/video production, and up-dating the register with the new unique program identification code in association with the new audio/video production. The unique identification code may be a UPID or the like. The method includes acquiring items of audio/video 10 material for use in forming the new audio/video production, generating during the step of acquiring the audio/video material items a unique identifying code for each of the audio/video material items, and populating the register with the unique identifying codes in association with the unique program identification code. The unique identifying code may be a UMID or the like.

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Fig. 1

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